

**A study by Quocirca and TANDBERG has found that UK businesses fail to deliver on Employee Demand for Better Collaboration Tools; they could gain a competitive advantage by doing so**



**12 April 2007.** TANDBERG and the independent research group Quocirca have released a study revealing that organisations in the UK are not meeting employee expectations when it comes to collaboration tools.

Interviews were conducted with employees of over 150 companies; 71% claimed that there is user demand for desktop collaboration tools, such as videoconferencing within their organisations.

This represents a positive change in employee attitudes towards adopting new technology. However, only one in five of organisations are significantly investing in these tools. Nearly half of the companies polled believe that their employees are deploying their own communication tools on workplace devices.

The study found that the vast majority of organisations predict that the need for collaboration between remote sites to grow in the future. Too many organisations still rely on meeting in person, with over 80% of respondents rating face-to-face meetings as very important when communicating internally.

The travel costs and time commitment associated with meetings have become increasingly significant to organisations. Approximately 85% of those polled rated increased employee productivity and saving travel time as major factors behind their encouraging employees not to travel to meetings.

The study found that organisations are seeing an increasing demand in the workplace for interactive communication tools such as videoconferencing. An entire generation is entering the workplace, completely comfortable with video through social networking sites, webcams and mobile phones, explains Rob Bamforth, Principle Analyst at Quocirca. This will undoubtedly impact the technology and communication tools that they will expect in the workplace, he says.

Organisations interviewed that currently use video communications regard it as a critical communication tool. About 84% said they see the use of video as valuable to their organisation and 70% expect their use of videoconferencing to increase in the future.

The study suggests that although initial thinking behind installing video conferencing may start with the aim of cost savings, organisations are finding the real gains are increased productivity and business efficiency. Those surveyed now measure the impact of videoconferencing through employee efficiency and satisfaction more than the reduction of travel costs.

Paul Gullett, President of EMEA for TANDBERG commented: "The capabilities of today's videoconferencing technology coupled with changing employee attitudes means that businesses are discovering a wide range of business benefits from investing in video communications. Employees are ready for it, the business benefits are clear and with only 20% of organisations significantly investing in it, the opportunity to gain competitive advantage is massive."